

Practice Management

Lecturer: David McQuillan

Business Structures
Business Functions
Business Advisors
Marketing Tools

Today

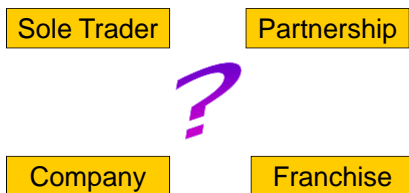
- What is success?
- Business structures & functions
- Business Advisors

Defining Success

What does success mean for you?

What is a business?

Business Structures



Business Functions



Business Advisors

- ▣ Accountant
- ▣ Business coach / consultant
- ▣ Lawyer
- ▣ Mentor
- ▣ Biz Info | Chamber of Commerce | Bank manager

Contexts for massage

1. Spa
2. Resort
3. Cruise Ships
4. Onsite Office
5. Multi-disciplinary setting
6. Sports events

Investigate

Working in this context within Otago – options

Probability of finding work

Describe the environment

Probable payrate

Other points of interest

Do we need marketing?

- ▣ Isn't word-of-mouth the best advertising?

Marketing Tools

"The only marketing tools you really need" (Roseberry, 2007)

- ▣ Business card
- ▣ Appointment book
- ▣ Contact list
- ▣ Telephone & answer machine

Business Cards

Why do I need business cards?

Business Cards

Essential Elements

- Name
- Title
 - Massage therapist
 - "Professional" massage therapist
 - Sports massage specialist
- Contact details
 - How do you want to be contacted?
 - Consider
 - Ease of contact by clientele
 - Logo
 - How often can you check?

Optional Elements

- Photo
- Business address
- Map
- Massage menu
- Folded or flat
- Mission statement

Is it consistent with your image?

Appointment Book

Why do I need an appointment book?

- ▣ Time management
- ▣ Setting Boundaries
- ▣ Setting Goals
- ▣ Booking appointments

Appointment Book

Booking appointments

- ▣ Opening your book is a signal
 - Time to get serious
- ▣ When is the right time to do this?
- ▣ Watch your client when you open your book
 - Are they ready?
 - Is there any hesitation?
- ▣ Book the session
- ▣ Hand them an appointment card

Telephone

Incoming Calls

- ▣ Assume every call is a new client
- ▣ Smile before you pick up the phone
- ▣ Always say who you are immediately
- ▣ Greet the caller by name & ask "what can I do for you today?"
- ▣ Be quiet & listen when they talk
- ▣ Have your appointment book ready

Telephone

- ▣ Client is ready to book
 - Let them lead the conversation.
- ▣ Client is not yet ready to book
 - Ask questions to find out what they want/need
 - Listen actively, take notes
 - Think as if you will have a long-term relationship, not just one session
 - Ask for some decision to move the caller to book
 - If your gut says no, say no!

Telephone

- ▣ Your answer-phone message
 - A greeting
 - Your name and/or business name
 - Request their number or best time to call back
 - Information on other ways to reach you
 - Information about when you will return the call
- Keep it simple
- No music

Advertising options

Sources

Bibliography

Roseberry, M. (2007). *Marketing Massage – From First Job to Dream Practice (2nd e.d.)*. New York: Thomson Delmar Learning.

References

- ▣ Rockstar, T. (2008). *Clone fast try*. Retrieved 5 May, 2008 from <http://www.flickr.com/photos/thomaschristensen/1436984631/>
- ▣ Roseberry, M. (2007). *Marketing Massage – From First Job to Dream Practice (2nd e.d.)*. New York: Thomson Delmar Learning.